

 **香港珠寶**
H.K. JEWELRY CO.
HONG KONG JEWELLERY HOLDING LIMITED
香港珠寶控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock code: 8048)

**THIRD QUARTERLY RESULTS FOR THE
NINE MONTHS ENDED 30 SEPTEMBER 2014**

Characteristics of The Growth Enterprise Market (“GEM”) of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”)

GEM has been positioned as a market designed to accommodate companies to which a higher investment risk may be attached than other companies listed on the Stock Exchange. Prospective investors should be aware of the potential risks of investing in such companies and should make the decision to invest only after due and careful consideration. The greater risk profile and other characteristics of GEM mean that it is a market more suited to professional and other sophisticated investors.

Given the emerging nature of companies listed on GEM, there is a risk that securities traded on GEM may be more susceptible to high market volatility than securities traded on the Main Board of the Stock Exchange and no assurance is given that there will be a liquid market in the securities traded on GEM.

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This announcement, for which the directors (the “Directors”) of Hong Kong Jewellery Holding Limited (the “Company”) collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “GEM Listing Rules”) for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, there are no other matters the omission of which would make any statement herein or this announcement misleading.

THIRD QUARTERLY RESULTS ENDED 30 SEPTEMBER 2014

The Directors of the Company present herewith the unaudited consolidated results of the Company and its subsidiaries (collectively referred to as the “Group”) for the three months and nine months ended 30 September 2014 (“Financial Statements”), together with the comparative figures for the corresponding period in 2013, as follows:

CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

FOR THE THREE AND NINE MONTHS ENDED 30 SEPTEMBER 2014

		(Unaudited)		(Unaudited)	
		Three months ended		Nine months ended	
		30 September		30 September	
		2014	2013	2014	2013
	Notes	HK'000	HK'000	HK'000	HK'000
Revenue	2	249,021	154,879	428,051	405,429
Other income		1,192	2,632	3,464	6,527
Change in inventories		(108,698)	27,290	(71,571)	101,065
Purchase of goods		(87,256)	(138,399)	(213,582)	(372,905)
Professional fees		(5,456)	(5,222)	(16,313)	(15,898)
Employee benefits expenses		(40,987)	(37,032)	(118,228)	(105,564)
Depreciation and amortization		(1,114)	(1,383)	(4,126)	(4,107)
Other expenses		(9,554)	(7,707)	(25,280)	(23,767)
Finance costs	3	(95)	–	(283)	(268)
Loss on disposal of property, plant and equipment		(2,805)	(705)	(2,805)	(707)
Loss before income tax		(5,752)	(5,647)	(20,673)	(10,195)
Income tax expense	4	(12)	8	(194)	(183)
Loss for the period		(5,764)	(5,639)	(20,867)	(10,378)
Other comprehensive (loss)/income for the period, net of tax					
Exchange (loss)/gain on translation of financial statements of foreign operations		(1,190)	2,346	(471)	1,414
Total comprehensive loss for the period		(6,954)	(3,293)	(21,338)	(8,964)

	(Unaudited)		(Unaudited)	
	Three months ended		Nine months ended	
	30 September		30 September	
	2014	2013	2014	2013
	<i>HK'000</i>	<i>HK'000</i>	<i>HK'000</i>	<i>HK'000</i>
Loss for the period attributable to:–				
Owner of the Company	(6,698)	(5,046)	(20,204)	(8,891)
Non-controlling interests	934	(593)	(663)	(1,487)
	<u>(5,764)</u>	<u>(5,639)</u>	<u>(20,867)</u>	<u>(10,378)</u>
Total comprehensive loss				
attributable to:–				
Owner of the Company	(7,794)	(2,902)	(20,628)	(7,679)
Non-controlling interests	840	(391)	(710)	(1,285)
	<u>(6,954)</u>	<u>(3,293)</u>	<u>(21,338)</u>	<u>(8,964)</u>
Loss per share for the loss				
attributable to the owners				
of the Company during the period				
– Basic and diluted (HK cents)	<u>(0.56) cents</u>	<u>(0.42) cents</u>	<u>(1.70) cents</u>	<u>(0.79) cents</u>

Notes:

1. BASIS OF PREPARATION

The financial statements have been prepared in accordance with Hong Kong Financial Reporting Standards (“HKFRSs”) which collective term includes all applicable individual Hong Kong Financial Reporting Standards, Hong Kong Accounting Standards and Interpretations issued by the Hong Kong Institute of Certified Public Accountants (“HKICPA”) and the disclosure requirements of the Hong Kong Companies Ordinance. The financial statements also include the applicable disclosure requirements of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (“GEM Listing Rules”). In this year, the accounting policies adopted by the Group are consistent with financial statements for the year ended 31 December 2013.

The financial statements have been prepared on the historical cost basis, except for financial instruments classified as available-for-sale financial assets and financial assets at fair value through profit or loss which are stated at fair values.

2. REVENUE AND TURNOVER

Revenue from external customers from the Group’s principal activities recognized during the period is as follows:

	Three months ended		Nine months ended	
	30 September		30 September	
	2014	2013	2014	2013
	<i>HK’000</i>	<i>HK’000</i>	<i>HK’000</i>	<i>HK’000</i>
Sales of jewellery	21,609	28,627	51,253	89,177
Enterprise software products	35,213	29,872	95,698	94,275
Systems integration	180,552	84,771	248,282	189,875
Professional services	10,685	10,721	29,979	29,438
ASP services	962	888	2,839	2,664
	249,021	154,879	428,051	405,429

3. FINANCE COSTS

	Three months ended		Nine months ended	
	30 September		30 September	
	2014	2013	2014	2013
	<i>HK’000</i>	<i>HK’000</i>	<i>HK’000</i>	<i>HK’000</i>
Interest charges on:–				
Loan wholly repayable within five years	95	–	283	268

4. INCOME TAX EXPENSE

No provision for Hong Kong Profits Tax has been made in the financial statements as the Group's entities either incurred tax losses for the respective periods or their estimated assessable profits for the respective periods were wholly absorbed by unrelieved tax losses brought forward from previous years.

Taxation on overseas profits has been calculated on the estimated assessable profits for the respective periods at the rates prevailing in the countries in which the Group operates.

	Three months ended		Nine months ended	
	30 September		30 September	
	2014	2013	2014	2013
	<i>HK'000</i>	<i>HK'000</i>	<i>HK'000</i>	<i>HK'000</i>
Current tax				
– Overseas tax for the period	<u>(12)</u>	<u>8</u>	<u>(194)</u>	<u>(183)</u>

5. LOSS PER SHARE

The calculation of the basic and diluted loss per share for the nine months ended 30 September 2014 is based on the loss attributable to owners of the Company of HK\$20,204,000 (2013: loss HK\$8,891,000) and the weighted average number of ordinary shares of 1,188,460,000 (2013: 1,130,021,465) in issue during the period.

Diluted loss per share for the nine months ended 30 September 2014 and 2013 equates the basic loss per share as there is no potential dilutive ordinary share in existence during the period.

RESERVES

Movements in reserves for the period ended 30 September 2014 and 2013 were as follows:–

	Share Premium <i>HK'000</i>	Exchange Reserve <i>HK'000</i>	Accumulated Losses <i>HK'000</i>	Total <i>HK'000</i>
At 1 January 2014	220,438	7,675	(159,502)	68,611
Loss for the period	–	–	(20,204)	(20,204)
Other comprehensive income				
Exchange loss on translation of financial statements of foreign operations	–	(424)	–	(424)
Total comprehensive loss for the period	–	(424)	(20,204)	(20,628)
At 30 September 2014	220,438	7,251	(179,706)	(47,983)
At 1 January 2013	179,556	6,013	(145,411)	40,158
Issue of share capital	41,618	–	–	41,618
Share issuance expenses	(736)	–	–	(736)
Transaction with owners	40,882	–	–	40,882
Loss for the period	–	–	(8,891)	(8,891)
Other comprehensive income				
Exchange gain on translation of financial statements of foreign operations	–	1,212	–	1,212
Total comprehensive income/(loss) for the period	–	1,212	(8,891)	(7,679)
At 30 September 2013	220,438	7,225	(154,302)	73,361

INTERIM DIVIDEND

The Directors do not recommend the payment of an interim dividend for the nine months ended 30 September 2014 (2013: Nil).


BUSINESS REVIEW


The Group's loss attributable to owners of the Company for the nine months ended 30 September 2014 was HK\$20,204,000, comparing with a loss of HK\$8,891,000 in the same period of 2013.

During the period ended 30 September 2014, the Group recorded a turnover of HK\$428,051,000, representing an increase of 6% compared with a turnover of HK\$405,429,000 in the same period of 2013.

The sales of gold and jewellery products contributed turnover of HK\$51,253,000 (2013: HK\$89,177,000) during the period ended 30 September 2014. On the IT business side, sales of enterprise software products slightly increased by 2% to HK\$95,698,000 (2013: HK\$94,275,000). Systems integration business and professional services business increased by 31% and 2% to HK\$248,282,000 (2013: HK\$189,875,000) and HK\$29,979,000 (2013: HK\$29,438,000) respectively. ASP business remained stable with revenue of HK\$2,839,000 (2013: HK\$2,664,000).

FUTURE PROSPECTS

As of the third quarter in 2014, the Group had about 80 franchise and corporate stores under our brand of “ H.K. JEWELRY” in mainland China. The number of stores was growing at such a promising pace that the brand had well penetrated into the prime commercial districts of the first and second tier cities. Compared to the earlier stages, our brand had gained considerable degree of popularity and reputations in the industry.

The Group believes that developing a jewellery brand demands long-term investment and commitment of the management. To leverage the growing consumer market of fashion jewellery products, our branding team will continue to strengthen its internal management, enhance the business structures, further develop and enlarge the market share of “ H.K. JEWELRY”.

In the past year, the slowdown of the China economy has definitely impacted the suppliers and service providers in the IT industry, large and small. This resulted in delays of projects and IT purchases in our client base, that in turn reduced our pipelines and further squeezed our profit margins. Management has started to adjust our staff resources and outsource some of the project management work so as to reduce our operating costs in the longer term. We are also looking into reselling some of the software products on the market instead of developing our own, a strategy to slow down the ever increasing development costs in Hong Kong and mainland China.

DIRECTORS' AND CHIEF EXECUTIVE'S INTERESTS AND SHORT POSITIONS IN THE SHARES, UNDERLYING SHARES AND DEBENTURES OF THE COMPANY

At 30 September 2014, the interests and short positions of the directors and the chief executives of the Company and their associates in the shares, underlying shares or debentures of the Company and its associated corporations, as recorded in the register maintained by the Company pursuant to Section 352 of the Securities and Futures Ordinance (the "SFO"), or as otherwise notified to the Company and The Stock Exchange of Hong Kong Limited (the "Stock Exchange") pursuant to Rule 5.46 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the "GEM Listing Rules"), were as follows:

Long positions in the ordinary shares of HK\$0.10 each of the Company

Name of director	Number of ordinary shares held			Total	Percentage of the issued share capital of the Company
	Beneficial owner	Held by family	Held by controlled corporation		
Li Xia	–	–	312,606,140 (Note 1)	312,606,140	26.30%
Lin Di	–	–	148,910,166 (Note 2)	148,910,166	12.53%
Chen Yin	–	–	110,303,827 (Note 3)	110,303,827	9.28%

Notes:

- (1) These shares were held by Sino Eminent Limited, a company incorporated in the British Virgin Islands which is wholly-owned by Ms. Li Xia through Ocean Expert Investments Limited, a company incorporated in the British Virgin Islands.
- (2) These shares were held by Confluence Holdings Limited, a company incorporated in the British Virgin Islands which is wholly-owned by Mr. Lin Di.
- (3) These shares were held by Flourish Zone Limited, a company incorporated in the British Virgin Islands which is wholly-owned by Mr. Chen Yin.

Save as disclosed above, none of the Directors nor their associates had any interests or short positions in any shares, underlying shares or debentures of the Company or any of its associated corporations as at 30 September 2014.

SUBSTANTIAL SHAREHOLDERS

As at 30 September 2014, the register of substantial shareholders maintained by the Company pursuant to Section 336 of the SFO shows that the following shareholders had notified the Company of relevant interests and short positions in the issued share capital of the Company:

Long positions in the ordinary shares of HK\$0.10 each of the Company

Name of shareholder	Number of issued ordinary shares held	Percentage of the issued share capital of the Company
Sino Eminent Limited (<i>Note 1</i>)	312,606,140	26.30%
Ocean Expert Investments Limited (<i>Note 1</i>)	312,606,140	26.30%
Li Xia (<i>Note 1</i>)	312,606,140	26.30%
Confluence Holdings Limited (<i>Note 1</i>)	148,910,166	12.53%
Lin Di (<i>Note 1</i>)	148,910,166	12.53%
Cheung Kong (Holdings) Limited (<i>Note 2</i>)	143,233,151	12.05%
Li Ka-Shing Unity Trustee Company Limited (<i>Note 2</i>) (as trustee of The Li Ka-Shing Unity Trust)	143,233,151	12.05%
Li Ka-Shing Unity Trustcorp Limited (<i>Note 2</i>) (as trustee of another discretionary trust)	143,233,151	12.05%
Li Ka-Shing Unity Trustee Corporation Limited (<i>Note 2</i>) (as trustee of The Li Ka-Shing Unity Discretionary Trust)	143,233,151	12.05%
Li Ka-shing (<i>Note 2</i>)	143,233,151	12.05%
Flourish Zone Limited (<i>Note 1</i>)	110,303,827	9.28%
Chen Yin (<i>Note 1</i>)	110,303,827	9.28%
Alps Mountain Agent Limited (<i>Note 2</i>)	71,969,151	6.06%
iBusiness Corporation Limited (<i>Note 2</i>)	67,264,000	5.66%

Notes:

- (1) These shares have been disclosed as Directors' interests held by controlled corporation in the paragraph headed "Directors' and Chief Executive's Interests and Short Positions in the Shares, Underlying Shares and Debentures of the Company".
- (2) Mr. Li Ka-shing is the settlor of each of The Li Ka-Shing Unity Discretionary Trust ("DT1") and another discretionary trust ("DT2"). Each of Li Ka-Shing Unity Trustee Corporation Limited ("TDT1", which is the trustee of DT1) and Li Ka-Shing Unity Trustcorp Limited ("TDT2", which is the trustee of DT2) holds units in The Li Ka-Shing Unity Trust ("UT1") but is not entitled to any interest or share in any particular property comprising the trust assets of the said unit trust. The discretionary beneficiaries of each of DT1 and DT2 are, inter alia, Mr. Li Tzar Kuoi, Victor, his wife and children and Mr. Li Tzar Kai, Richard. Li Ka-Shing Unity Trustee Company Limited ("TUT1") as trustee of UT1 together with certain companies which TUT1 as trustee of UT1 is entitled to exercise or control the exercise of one-third or more of the voting power at their general meetings as they together hold more than one-third of the issued share capital of Cheung Kong (Holdings) Limited ("CKH"). CKH is entitled to exercise or control the exercise of one-third or more of the voting power at the general meetings of Alps Mountain Agent Limited ("Alps") and iBusiness Corporation Limited ("iBusiness").

The entire issued share capital of each of TUT1, TDT1 and TDT2 are owned by Li Ka-Shing Unity Holdings Limited ("Unity Holdco"). Mr. Li Ka-shing and Mr. Li Tzar Kuoi, Victor are respectively interested in one-third and two-thirds of the entire issued share capital of Unity Holdco. TUT1 is only interested in the shares of CKH by reason only of its obligation and power to hold interests in those shares in its ordinary course of business as trustee, when performing its functions, and exercises its power to hold interests in the shares of CKH independently without any reference to Unity Holdco or any of Mr. Li Ka-shing and Mr. Li Tzar Kuoi, Victor as a holder of the shares of Unity Holdco as aforesaid.

By virtue of the SFO, each of Mr. Li Ka-shing, being the settlor and may being regarded as a founder of each of DT1 and DT2 for the purpose of the SFO, TUT1, TDT1, TDT2 and CKH is deemed to be interested in the 143,233,151 shares of the Company of which 71,969,151 shares are held by Alps and 67,264,000 shares are held by iBusiness.

Save as disclosed above, the Company has not been notified of any other interests or short positions in the issued share capital of the Company at 30 September 2014.

AUDIT COMMITTEE

The Company established an audit committee on 11 August 2000 with written terms of reference in accordance with Rules 5.28 to 5.29 of the GEM Listing Rules. The audit committee currently consists of three members – Mr. Lam Tin Faat, Ms. Lu Haina and Mr. Fu Ping Man, all of whom are Independent Non-executive Directors. Mr. Lam Tin Faat is the chairman of the audit committee. The audit committee's principal duties are to review and supervise the financial reporting process and internal control procedures of the Group.

The unaudited consolidated results of the Group for the nine months ended 30 September 2014 have been reviewed by the audit committee, who is of the opinion that such statements comply with the applicable accounting standards and that adequate disclosures have been made.

DIRECTORS' INTERESTS IN COMPETING BUSINESS

None of the Directors, the management shareholders or their respective associates (as defined in the GEM Listing Rules) had an interest in a business which causes or may cause significant competition with the business of the Group.

PURCHASE, SALE OR REDEMPTION OF THE COMPANY'S LISTED SECURITIES

During the nine months period under review, neither the Company nor any of its subsidiaries has purchased, sold or redeemed any of the Company's listed securities.

By order of the Board
Hong Kong Jewellery Holding Limited
Li Xia
Chairman

Hong Kong, 11 November 2014

The Board comprises of:

Li Xia (*Executive Director*)

Lin Di (*Executive Director*)

Chen Yin (*Executive Director*)

Lam Tin Faat (*Independent Non-executive Director*)

Lu Haina (*Independent Non-executive Director*)

Fu Ping Man (*Independent Non-executive Director*)

This announcement will remain on the "Latest Company Announcements" page of the GEM website for at least seven days from the date of its posting and on the website of the Company at www.hkjewelry.net.